



# News Release

**November 24, 2015**

**Contact:** Ethan Nelson, Intergovernmental Relations Manager, 541-543-0195,  
[Ethan.a.nelson@ci.eugene.or.us](mailto:Ethan.a.nelson@ci.eugene.or.us)

## **Civil War Game 2015 Pursues the Triple Bottom Line**

*The latest UO/City of Eugene collaboration seeks to be the first ever football game to obtain certification as a sustainable event*

This Friday's 119<sup>th</sup> edition of the Civil War rivalry between the University of Oregon and Oregon State University will pursue certification from the Council for Responsible Sport, becoming the first football game - collegiate or pro - to do so. This is the latest installment of an on-going commitment between the City of Eugene and University of Oregon to continue to measure a large sporting event's "triple bottom line" performance, and show improvement in the areas of environmental, social, and economic impacts.

The City and UO have partnered to achieve this certification for the 2012 Olympic Trials, 2013 and 2015 NCAA Track and Field Championships, the 2014 World Junior Championships, and are working towards certification for this summer's 2016 Olympic Trials for Track and Field. This legacy began when the International Olympic Committee honored Eugene with the Sport and Environment Award for the Olympic Trials in 2008, applauding the community efforts to produce a sustainable event.

Among the many sustainable activities being implemented for the Civil War game, a few are especially appropriate during the Thanksgiving Holiday Season.

Rethink Waste - Since 2011, the University's Athletic Department has purchased compostable supplies for the food and beverage service within the Moshofosky Center. This material is separated and hauled by Sanipac to be composted by Rexius and sold as Love Food Not Waste (LFNW) compost. More than 50% of the soil amendments for the Autzen Stadium North renovation was LFNW compost and the product is now sold at over 80 Bi-Mart locations throughout the Pacific Northwest. The City of Eugene started the LFNW program in 2011 to reduce the amount of food waste headed for the landfill, reduce carbon emissions and increase the economic value of waste. In the spirit of giving thanks, we encourage everyone

to check out how to save money and reduce food-waste this holiday by visiting [www.eugenerecycles.org!](http://www.eugenerecycles.org!)

Build Community - Every year, the student-athlete leadership program, O Heroes, delivers Thanksgiving Day food baskets donated by athletic department coaches and staff to local families in need through a partnership with St. Vincent de Paul. Follow the lead of these student-athletes and make a donation this holiday season to a local shelter or foodbank so that all of our community can enjoy the bounty of Oregon.

Building community is what the Club Bethel program is all about. This City of Eugene-funded program provides youth in grades 6-8 in the Bethel School District afterschool programming that promotes leadership, creativity, and healthy lifestyles through recreation activities. For the Civil War game, the Club Bethel program will receive complimentary tickets and transportation from the UO Athletic Department as part of the Youth Section program that occurs each home game. By providing access to sports action, the UO is building a stronger, healthier youth lifestyles.

Reduce emissions - As part of the City's Climate and Energy Action Plan, staff provide assistance to local events looking to reduce their carbon emissions. For the Civil War game, student interns from the Lundquist School of Business-Warsaw Sports Marketing program will utilize the City of Eugene's transportation carbon calculator to measure the impact of the event. This is the latest in a long history of UO Athletics working to reduce the impacts of transportation, including partnering with the Lane Transit District to provide game day shuttles, providing front gate access for bike valet parking, and new in 2015- providing a 25% discount for Portland fans who ride Amtrak.

And to help offset the emissions that do occur, the Ducks, IMG, Friends of Trees and Daimler Trucks North America have teamed up for a season-long program that donates one tree for each point scored in a Duck touchdown, both at home and on the road. The multi-year agreement between Daimler and Oregon-IMG kicked off this season and highlights both companies' commitment to environmental sustainability.

So this Friday, if you are attending the game or watching on TV, know that the City of Eugene, the University of Oregon, and many others in the community are working hard to improve how our events are produced, with the focus on a healthier, brighter future for all. Go Ducks!

### **About the Council for Responsible Sport:**

The Council's vision is a world where responsibly produced sports events are the norm and its mission is to provide objective, independent verification of the socially and environmentally responsible work event organizers are doing to make a difference in their communities. The current version of the Council's Certification standards (v.4.2) was developed by an outside working group of both sustainability and sport industry

experts, reviewed by a wide range of stakeholders throughout 2013 and implemented in January 2014. To date, the Council has certified 119 events, ranging from the 2008 Freshwater Trust Portland Triathlon, to the 2012 U.S. Olympic Trials—Track & Field, hosted by the University of Oregon, to the 2015 Waste Management Phoenix Open.  
[www.CouncilforResponsibleSport.org](http://www.CouncilforResponsibleSport.org)